

FAIR OAKS

— F A R M S —

Position Title: Marketing Director

Reports To: General Manager

Location: Fair Oaks, IN

Company: Fair Oaks Farms, LLC is a founder led hospitality destination arising from agricultural innovation and curated culinary products. Our offerings include

- Experiential museums, farm tours, concerts, and attractions
- Fine dining, quick serve, and grab n' go restaurants
- Conference center, wedding venue, and hotel
- Fine cheeses, ice cream, butter, and meats
- You pick orchard and produce
- Gas station and convenience store

Position: The Marketing Director is responsible for developing and launching successful annual marketing campaigns that bring the brand vision to life while integrating and overseeing execution across all business units. This starts with a strong understanding of our brand identify, vision, mission, and values. The Manager will lead a team of direct marketing reports as well as work indirectly across the organization. Through proven motivation and initiative, the Brand Manager will create, manage, execute, and analyze all marketing campaigns. Our ideal candidate is a results-oriented individual whose daily efforts are in line with FOF's growth aspirations.

Responsibilities:

- **Brand Planning & Stewardship**
 - Develop the brand architecture of Fair Oaks Farms, identifying the marketing framework for aggressive growth in each business segment.
 - Steward performance and DME to ensure targets are achieved.
 - Rapidly adapt based on the macro-environment, category dynamics, and in-market results.

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- **Creative & Connections Excellence**
 - Lead the development of best-in-class creative in terms of impact and persuasion to bring brand architecture to life.
 - Develop connections plans that drive consumer engagement, continuously optimizing ROI and effectiveness based on in-market results and marketing mix learnings.
 - Oversee design through agencies, freelancers, and in-house personnel.
- **Omni-Channel Plan Development**
 - Partner with operations, finance, special events, e-commerce, and sales to build offerings and promotions that strengthen customer experiences and brand connection.
- **Insights Led Decision Making**
 - Building analytics and KPIs across all business lines, events, and programs that inform both long term and near-term decision making.
 - Assess and interpret KPIs to grow engagement, brand affinity, and sales.
- **Team Leadership & Development**
 - Lead an emerging team of four marketers plus consultants and agency partners.
 - Work as a department within our team to enhance unique strengths and capitalize on areas of improvement.
 - Live the values of the company and propagate the culture across the team.

Qualifications:

- *Consumer Marketer with a GM Mindset.* A marketer who leads with data and insights to shape strategy and plans. Highly competent in finance, sales, operations, and leverages this knowledge when making decisions.
- *Collaborative Team Leader.* A team leader who develops the individuals supporting the marketing team while collaborating with sales and operating teams to deliver continuously improving customer experiences that exceed customer expectations in a dynamic and fast-moving environment.
- *Exceptional Communication Skills.* Ability to communicate clearly and creatively in both written and spoken form suitable for each environment. Improve the quality of customer interactions and communications across high-priority target audiences, leveraging key insights and action plans. Adept at leveraging public relations and social media influencers to promote the brand.
- *Results Driven Self Starter.* Delivers results with limited guidance.

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Experience and Education:

- Bachelor's degree in marketing or closely related field, MBA highly desirable.
- Minimum 5 years of brand marketing experience with at least 2 years in a leadership role
- Understanding of the Customer Journey and application of proper execution based on strategy.
- Strong written and visual communication skills.